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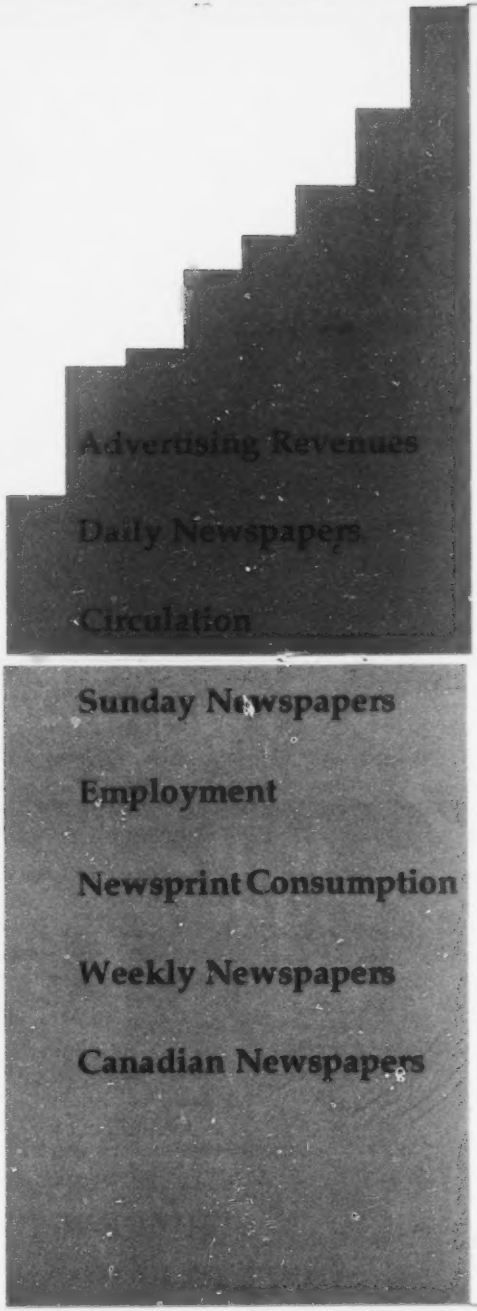
FACTS ABOUT NEWSPAPERS

A STATISTICAL SUMMARY OF THE NEWSPAPER BUSINESS PUBLISHED BY THE AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION



A Decade of Continued Growth

Daily newspapers maintained a strong, healthy economic posture through the 1970s despite such constraints as economic controls, increasing inflationary trends, a tight newsprint supply and fuel shortages.

The decade ended with increases in the total number of daily newspapers published, circulation, employment, newsprint consumption and advertising volume.

Here are some statistical highlights for 1979.

United States

- **Newspaper advertising revenues** reached a new high of $14.5 billion in 1979, again leading all major media. Newspapers' share accounted for 29 percent of all advertising expenditures—more than that of television and radio combined.
- **Daily newspapers** now total 1,763 in number. There are 382 morning, 1,405 evening and 24 "all-day" newspapers. Daily circulation is more than 62 million. Newspapers reach an estimated 130 million readers each day.
- **Sunday newspapers** rose to an all-time high of 719—compared with 696 in 1978. Circulation continued to grow to more than 54 million.
- **Newspaper employment** exceeded the 420,000 mark. Newspapers rank fourth in the government's listing of the nation's largest manufacturing employers.
- **Newsprint consumption** increased from 10.8 million short tons to a record 11.2 million tons.
- **Weekly newspaper circulation** rose to 42.3 million, average circulation to 5,324 and estimated readership to just over 169 million. The number of weeklies climbed to 7,954.

Canada

- **Despite a decrease** in the number of Canadian dailies published, from 122 to 120, daily circulation climbed to more than 5.4 million.
- **Canadian daily newspaper advertising revenues** continued to rise to record levels in 1979, reaching $836 million.

The skills and dedication of all engaged in producing a newspaper cannot be measured by statistics alone. These skills and this dedication contribute to the character of a newspaper in the community it serves and upon which its readers depend to be completely informed.

A strong, free press and a strong, free society are inseparable. Newspapers historically have been doing their part to keep it that way.

Number of Daily Newspapers

Total Number of U.S. Morning, Evening and Sunday Newspapers and Their Circulation 1920-1979

Year	Morning	Evening	Total M & E[1]	Sunday
1920	437	1,605	2,042	522
1925	427	1,581	2,008	548
1930	388	1,554	1,942	521
1935	390	1,560	1,950	518
1940	380	1,498	1,878	525
1945	330	1,419	1,749	485
1946	334	1,429	1,763	497
1950	322	1,450	1,772	549
1955	316	1,454	1,760	541
1960	312	1,459	1,763	563
1965	320	1,444	1,751	562
1970	334	1,429	1,748	586
1971	339	1,425	1,749	590
1972	337	1,441	1,761	605
1973	343	1,451	1,774	634
1974	340	1,449	1,768	641
1975	339	1,436	1,756	639
1976	346	1,435	1,762	650
1977	352	1,435	1,753	668
1978[2]	355	1,419	1,756	696
1979[3]	382	1,405	1,763	719

[1]*There were 24 "all-day" newspapers in 1979. They are listed in both morning and evening columns but only once in the total.*
[2]*Revised figures.*
[3]*Preliminary figures.*

Source: Editor & Publisher

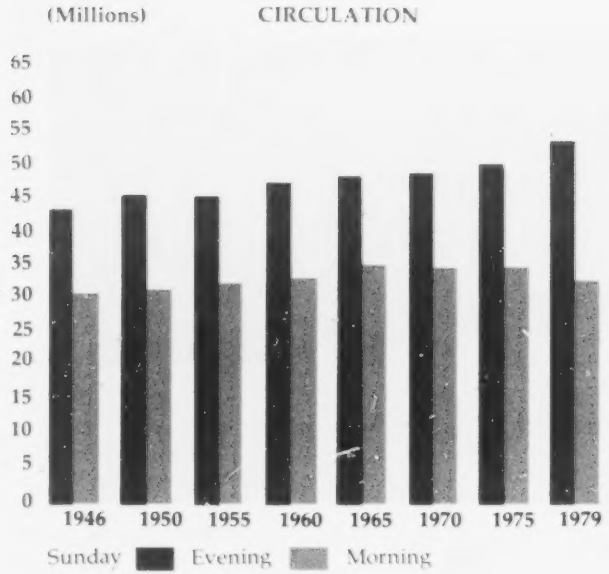
Daily Newspaper Circulation

Growth of U.S. Morning, Evening and Sunday Circulation 1946-1979

Year	Morning	Evening	Total M & E	Sunday
1946	20,545,908	30,381,597	50,927,505	43,665,364
1950	21,266,126	32,562,946	53,829,072	46,582,348
1955	22,183,408	33,963,951	56,147,359	46,447,658
1960	24,028,788	34,852,958	58,881,746	47,698,651
1965	24,106,776	36,250,787	60,357,563	48,600,090
1970	25,933,783	36,173,744	62,107,527	49,216,602
1971	26,116,131	36,155,127	62,231,258	49,664,643
1972	26,078,386	36,431,856	62,510,242	50,000,669
1973	26,524,140	36,623,140	63,147,280	51,717,465
1974	26,144,966	35,732,231	61,877,197	51,678,726
1975	25,490,186	35,165,245	60,655,431	51,096,393
1976	25,858,386	35,118,625	60,977,011	51,565,334
1977	26,742,318	34,752,822	61,495,140	52,429,234
1978[1]	27,656,739	34,333,258	61,989,997	53,990,033
1979[2]	28,574,879	33,648,161	62,223,040	54,367,487

[1]*Revised figures*
[2]*Preliminary figures*

Source: Editor & Publisher



Daily Newspapers By Circulation Groups

Growth (U.S.) 1946-1979

Year	NUMBER OF DAILY NEWSPAPERS Total	Circulation Under 50,000	50,000-100,000	100,001-250,000	Over 250,000	DAILIES OVER 50,000 Number	Percentage
1946	1,763	1,564	91	70	38	199	11.3
1950	1,772	1,571	82	84	35	201	11.3
1955	1,760	1,548	94	82	36	212	12.1
1960	1,763	1,540	96	83	44	223	12.7
1965	1,751	1,510	111	88	42	241	13.8
1970	1,748	1,491	127	92	38	257	14.7
1971	1,749	1,497	123	91	38	252	14.4
1972	1,761	1,505	127	91	38	256	14.5
1973	1,774	1,519	129	86	40	255	14.4
1974	1,768	1,513	130	86	39	255	14.4
1975	1,756	1,504	135	81	36	252	14.3
1976	1,762	1,512	131	83	36	250	14.2
1977	1,753	1,494	137	85	37	259	14.8
1978	1,756	1,487	140	92	37	269	15.3
1979[1]	1,763	1,498	142	88	35	265	15.0

[1]*Preliminary figures*

Source: ANPA, Editor & Publisher

Single Copy Sales Price

U.S. Daily and Sunday Newspapers[1] 1965-1979

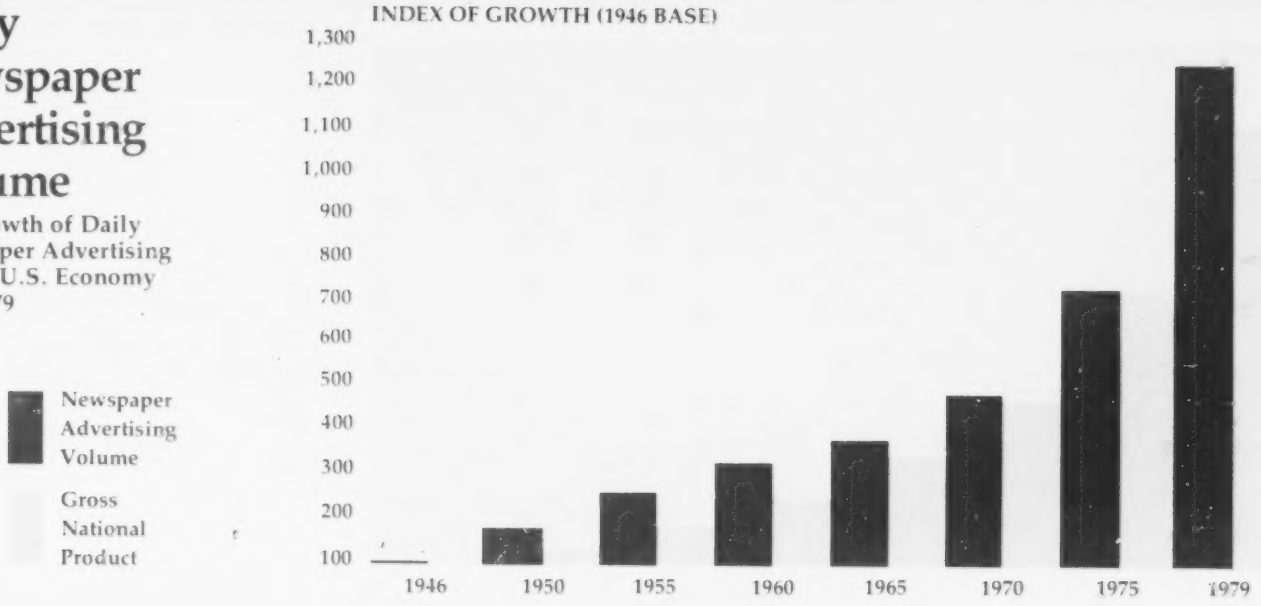
Year	DAILY 5¢	10¢	15¢	20¢	25¢	SUNDAY 5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	45¢	50¢	55¢	60¢	65¢	70¢	75¢
1965	456	892	3	2	—	21	128	190	143	45	5	—	—	—	—	—	—	—	—	—
1966	328	1,140	4	2	—	17	140	170	166	57	5	1	—	—	—	—	—	—	—	—
1967	232	1,305	5	2	—	15	120	172	161	80	5	3	1	—	—	—	—	—	—	—
1968	134	1,493	9	3	—	8	104	158	161	100	17	11	—	—	1	—	—	—	—	—
1969	77	1,581	19	3	—	5	91	144	160	126	16	26	—	—	1	—	—	—	—	—
1970	46	1,507	139	5	1	2	89	115	140	161	30	35	3	—	4	—	—	—	—	—
1971	29	1,394	277	4	2	1	84	98	125	181	47	43	6	—	5	—	—	—	—	—
1972	23	1,350	319	3	2	1	77	90	126	193	46	42	8	—	5	—	—	—	—	—
1973	19	1,275	425	4	2	—	73	88	96	221	54	51	10	—	7	—	—	—	—	—
1974	20	817	855	35	4	2	64	68	64	200	47	111	27	3	23	—	1	—	—	1
1975	4	428	1,153	137	10	—	37	61	49	170	58	157	37	3	51	1	4	—	—	1
1976	2	297	1,185	240	16	—	27	64	43	158	51	178	38	7	77	—	4	—	1	2
1977	1	197	1,151	369	25	—	13	49	31	138	46	198	36	8	103	—	7	—	—	4
1978	1	140	1,030	520	56	—	9	68	25	126	39	200	37	6	148	—	14	1	—	6
1979	1	80	811	711	144	—	8	65	20	112	29	176	37	5	211	—	23	—	1	15

[1]*This table reflects only those daily and Sunday newspaper single copy sales prices of 5¢ increments to illustrate a trend. Newspapers selling for odd cents have been omitted, as have specialized newspapers.*

Source: ANPA

Daily Newspaper Advertising Volume

The Growth of Daily Newspaper Advertising and the U.S. Economy 1946-1979



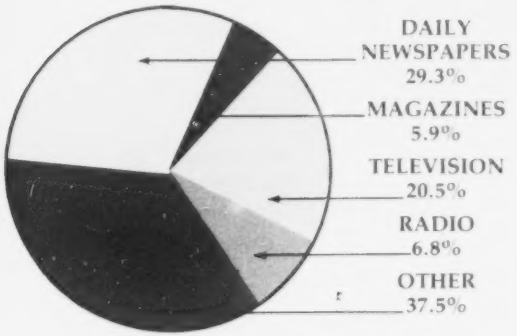
Year	National Advertising (millions of dollars)	Local Advertising (millions of dollars)	Total Newspaper Advertising[1] (millions of dollars)	Index	Gross National Product[1] (billions of dollars)	Index
1946	$ 238	$ 917	$ 1,155	100.0	$ 208.5	100.0
1950	518	1,552	2,070	179.2	284.8	136.6
1955	712	2,365	3,077	266.4	398.0	190.9
1960	778	2,903	3,681	318.7	503.7	241.6
1965	784	3,642	4,426	383.2	684.9	328.5
1970	891	4,813	5,704	493.9	977.1	468.6
1971	991	5,207	6,198	536.6	1,054.9	506.0
1972	1,103	5,905	7,008	606.8	1,158.0	555.4
1973	1,111	6,484	7,595	657.6	1,294.9	621.0
1974	1,194	6,807	8,001	692.7	1,406.9	674.8
1975	1,221	7,221	8,442	730.9	1,516.3	727.2
1976	1,502	8,408	9,910	858.0	1,700.1	815.4
1977	1,677	9,455	11,132	963.8	1,887.2	905.1
1978[1]	1,787	10,920	12,707	1,100.2	2,106.9	1,010.5
1979[2]	2,085	12,500	14,585	1,262.8	2,369.5	1,136.5

[1]*Revised figures*
[2]*Preliminary figures*

Source: U.S. Department of Commerce, McCann-Erickson Inc., Newspaper Advertising Bureau

Newspapers' Share Of Advertising Revenue

1978 and 1979 Percentages



Source: McCann-Erickson Inc.

		1978[1] Million	1978[1] % of Total	1979[2] Million	1979[2] % of Total	% Change
Daily Newspapers	Total	$12,707	28.9	$14,585	29.3	+14.8
	National	1,787	4.1	2,085	4.2	16.6
	Local	10,920	24.8	12,500	25.1	14.5
Magazines		2,597	5.9	2,930	5.9	12.8
Television	Total	8,979	20.4	10,195	20.5	13.5
	Network	3,975	9.0	4,540	9.1	14.2
	Spot	2,581	5.9	2,890	5.8	12.0
	Local	2,423	5.5	2,765	5.6	14.0
Radio	Total	3,052	6.9	3,385	6.8	11.0
	Network	147	0.3	170	0.3	15.0
	Spot	620	1.4	680	1.4	9.8
	Local	2,285	5.2	2,535	5.1	11.0
Farm Publications		104	0.2	120	0.2	14.0
Direct Mail		5,987	13.6	6,650	13.3	11.1
Business Publications		1,400	3.2	1,595	3.2	14.0
Outdoor		466	1.1	535	1.1	14.8
		307	0.7	350	0.7	14.0
		159	0.4	185	0.4	16.4
Miscellaneous		8,678	19.8	9,835	19.7	13.4
		4,485	10.2	5,060	10.2	12.8
		4,193	9.6	4,775	9.5	13.9
GRAND TOTAL		23,990	54.6	27,070	54.3	12.8
GRAND TOTAL		19,980	45.4	22,760	45.7	13.9
TOTAL—ALL MEDIA		$43,970	100.0	$49,830	100.0	+13.3

[1]Revised figures
[2]Preliminary figures

Advertising Content

Ratio of Advertising to Total Content of U.S. Daily and Sunday Newspapers 1946-1978

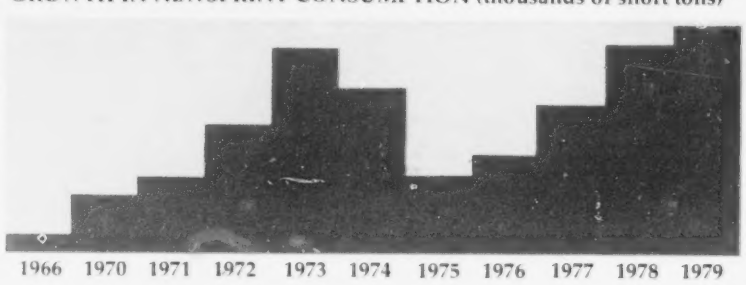
Year	Mornings	Evenings	Sundays	Total
1946	52.9%	55.9%	53.1%	54.5%
1950	57.5	60.4	54.6	58.3
1955	60.9	61.8	58.2	60.7
1960	60.2	60.3	56.4	59.4
1961	59.7	59.6	55.3	58.7
1962	60.0	60.1	56.2	59.2
1963	60.2	59.9	56.4	59.3
1964	60.4	60.3	57.4	59.7
1965	60.9	61.0	59.1	60.5
1970	61.6	61.4	61.5	61.5
1971	62.9	62.2	63.1	62.6
1972	64.4	64.5	64.4	64.4
1973	65.7	64.9	66.2	65.5
1974	65.5	64.9	66.8	65.6
1975	63.2	63.0	65.7	63.7
1976	62.7	62.1	66.5	63.5
1977	62.4	61.3	66.6	63.1
1978	62.4	61.5	67.4	63.4
1979		(Not Available)		

Source: Media Records

Newsprint Consumption

Comparison of U.S. Newsprint Consumption to National Economic Growth 1966-1979

GROWTH IN NEWSPRINT CONSUMPTION (thousands of short tons)



Year	Newsprint Consumption[1]	Growth Index	Real GNP[2]	Growth Index
1966	8,582	100.0	981.0	100.0
1970	9,119	106.3	1,075.3	109.6
1971	9,250	107.8	1,107.5	112.9
1972	9,941	115.8	1,171.1	119.4
1973[3]	10,794	125.8	1,233.4	125.7
1974[3]	10,284	119.8	1,210.7	123.4
1975[3]	9,254	107.8	1,191.7	121.5
1976[3]	9,611	112.0	1,271.0	129.6
1977	10,230	119.2	1,332.7	135.8
1978[3]	10,874	126.7	1,385.3	141.2
1979[4]	11,240	131.0	1,431.7	145.9

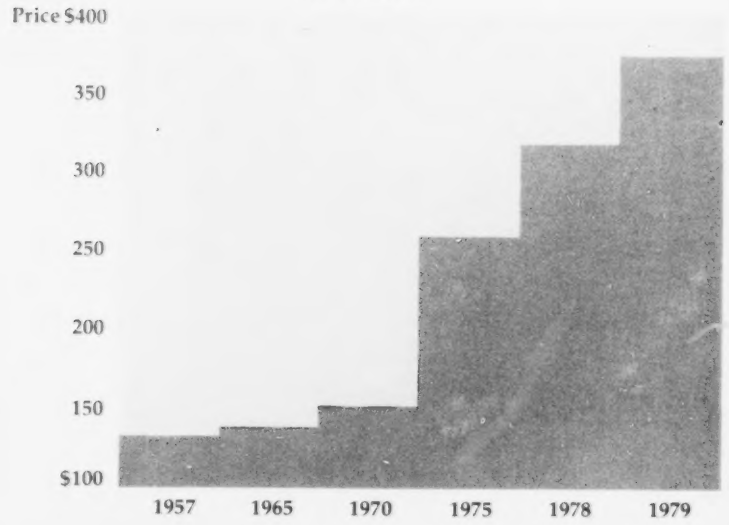
[1]30-pound basis weight
[2]Gross National Product in 1972 dollars
[3]Revised figures
[4]Preliminary figures

Source: ANPA, U.S. Department of Commerce

Newsprint Prices

General Newsprint Prices in the Eastern U.S.[1] 1957-1979

(Short Tons)



Year	Price	Year	Price
1957	$135	1972	$165
1966	140	1973	200
1967	143	1974	235
1968	143	1975	260
1969	148	1976	285
1970	152	1977	305
1971	160	1978	320
		1979	375

[1]*Prices through 1973 are for 32-pound newsprint; thereafter, 30-pound. Prices cited were in effect at end of year.*

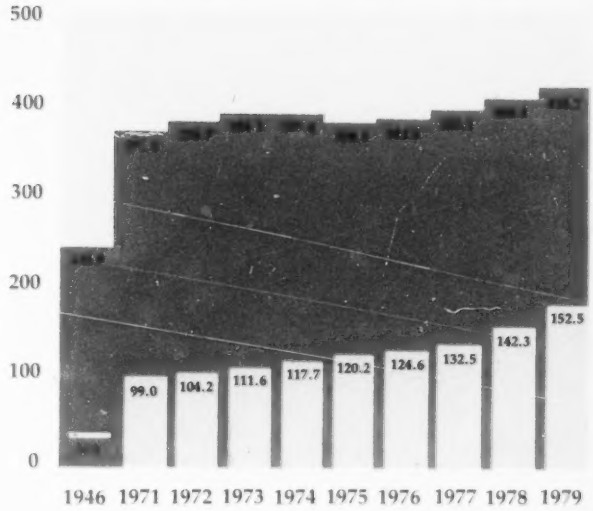
Employment

Comparison of Newspaper Employment to Total U.S. Employment 1946-1979

Year	Newspaper Employment (in 000's)	Male Total (in 000's)	Female Total (in 000's)	Growth Index	Total U.S. Employment (in 000's)	Growth Index
1946	248.5	N/A	N/A	100.0	57,039	100.0
1950	280.1	N/A	N/A	112.7	58,920	103.3
1955	302.1	N/A	N/A	121.6	62,171	109.0
1960	325.2	N/A	N/A	130.9	65,778	115.3
1965	345.4	N/A	N/A	139.1	71,088	124.6
1970	372.2	274.7	97.5	149.8	78,627	137.8
1971	371.0	272.0	99.0	149.3	79,120	138.7
1972	378.7	274.5	104.2	152.4	81,702	143.2
1973	385.5	273.9	111.6	155.1	84,409	148.0
1974	385.4	267.7	117.7	155.1	85,936	150.7
1975	378.5	258.3	120.2	152.3	84,783	148.6
1976	382.8	258.2	124.6	154.0	88,558	155.3
1977	395.2	262.7	132.5	159.0	90,546	158.8
1978	406.2	263.9	142.3	163.5	94,373	165.5
1979	420.7	268.2	152.5	169.3	96,945	170.0

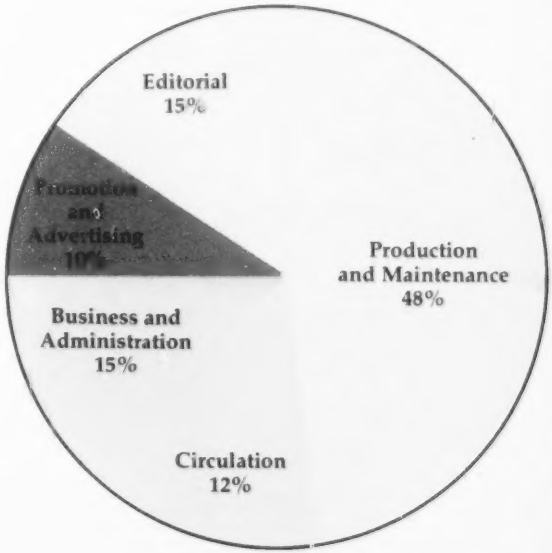
N/A: Not Available
Source: U.S. Department of Labor, Bureau of Labor Statistics

TOTAL NEWSPAPER EMPLOYMENT
(in thousands) Women



Newspaper Work Force

Distribution of Employees at a Typical U.S. Metropolitan Daily Newspaper



Source: Economics of the American Newspaper, *Jon G. Udell, March 1978*

Weekly Newspapers

U.S. Weekly Newspapers and Their Circulation 1960-1979

For the third consecutive year, the biggest news in the weekly newspaper publishing business is circulation. During 1979, weekly newspaper circulation in the United States reached a record level.

According to preliminary figures, total weekly newspaper circulation in the U.S. was 42.3 million at the end of 1979—more than 2 million over the year before.

And for the second consecutive year, the total number of weekly newspapers published rose substantially. By the end of 1979, there were 7,954 weeklies being published in the U.S., an increase of 281 over the year before. The number of weeklies being published in the country at the end of 1979 was the highest in 14 years.

Average circulation also rose to its highest level ever—to 5,324, and total estimated readership also was a record—169.4 million.

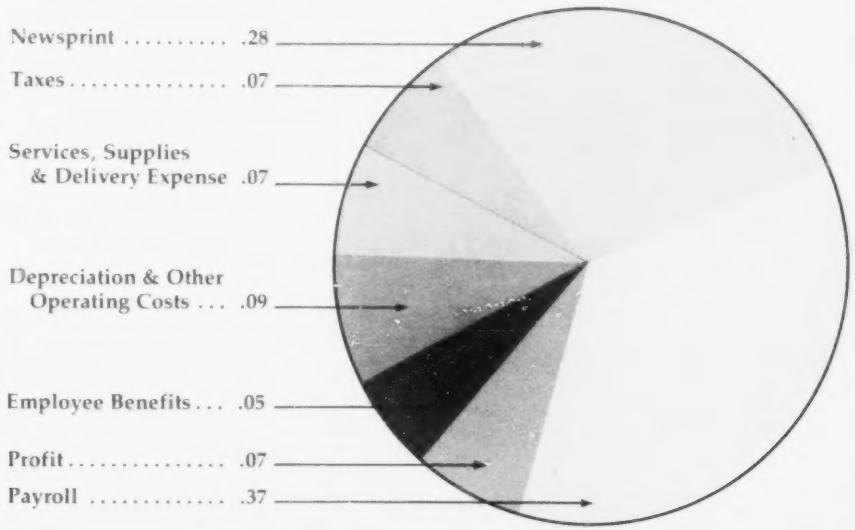
Year	Total Weekly Newspapers	Average Circulation	Total Weekly Circulation	Estimated Readership
1960	8,138	2,606	21,327,782	85,311,128
1965	8,003	3,260	26,088,230	104,352,920
1970	7,610	3,866	29,422,487	117,689,948
1971	7,567	4,030	30,495,921	121,983,648
1972	7,553	4,236	31,997,341	127,989,364
1973	7,641	4,572	34,938,800	139,935,200
1974	7,612	4,702	35,792,409	143,569,636
1975	7,486	4,698	35,176,130	140,704,520
1976	7,530	4,955	37,313,556	149,254,224
1977	7,466	5,075	37,892,883	151,571,532
1978	7,673	5,245	40,243,795	160,975,180
1979[1]	7,954	5,324	42,347,512	169,390,048

[1]*Preliminary figures*

Source: National Newspaper Association

Newspaper Expenses

Distribution of a Revenue Dollar at a Typical U.S. Daily Newspaper


Newsprint ..... .28
Taxes ..... .07
Services, Supplies & Delivery Expense .07
Depreciation & Other Operating Costs ... .09
Employee Benefits ... .05
Profit ..... .07
Payroll ..... .37

Source: Economics of the American Newspaper, *Jon G. Udell, March 1978*

Canadian Daily Newspapers

Total Number and Circulation
1946-1979

In 1979, 120 daily newspapers were published in Canada, 23 morning and 97 evening. Daily circulation increased to 5,413,302, up from 1978's circulation of 5,302,445.

Daily newspapers continued to lead all other media in advertising revenues. Preliminary estimates indicate that total net advertising revenues reached $3.0 billion in Canada in 1979, of which newspapers received $836 million. This represents 27.8 percent of the total, far ahead of the 16.6 percent share of newspapers' nearest competitor, television.

Year	Morning	Evening	Total M & E	Total Circulation
1946	19	71	90	2,927,329
1951	18	73	91	3,563,907
1956	18	76	94	3,889,097
1961	17	84	101	4,091,025
1965	16	87	103	4,311,368
1966	16	87	103	4,329,951
1967	15	87	102	4,410,452
1968	16	92	108	4,547,502
1969	17	93	110	4,684,636
1970	20	92	112	4,756,962
1971	24	89	113	4,826,870
1972	21	91	112	4,827,246
1973	22	91	113	4,895,533
1974	23	92	115	4,985,382
1975	22	92	114	4,885,782
1976	22	92	114	4,975,610
1977	21	98	119	5,124,739
1978	24	98	122	5,302,445
1979	23	97	120	5,413,302

Source: Audit Bureau of Circulations,
Canadian Advertising Rates and Data,
Canadian Daily Newspaper Publishers Association

Canadian Daily Newspaper Advertising Volume

The Growth of Newspaper Advertising and the Canadian Economy[1]
1962-1979

Year	National ($000)	Local ($000)	Classified ($000)	Total ($000)	Index	Gross National Product (Millions)	Index
1962	$ 52,321	$ 91,294	$ 40,439	$184,054	100.0	$ 42,927	100.0
1963	51,126	96,419	40,074	187,619	101.9	45,978	107.1
1964	51,076	101,654	43,164	195,894	106.4	50,280	117.1
1965	58,393	113,294	49,135	220,822	120.0	55,364	129.0
1966	59,761	121,906	53,248	234,915	127.6	61,828	144.0
1967	58,972	126,705	54,133	239,810	130.3	66,409	154.7
1968	56,411	142,056	61,605	260,072	141.3	72,586	169.1
1969	66,236	156,459	73,464	269,159	146.2	79,815	185.9
1970	64,433	164,704	72,255	301,392	163.8	85,685	199.6
1971	70,838	176,797	80,253	327,887	178.1	94,450	220.0
1972	77,299	203,452	93,714	374,465	203.5	105,234	245.1
1973	86,602	228,486	113,046	428,134	232.6	123,560	287.8
1974	98,399	257,024	141,542	496,965	270.0	147,528	343.7
1975	107,036	298,800	158,802	564,638	306.8	165,343	385.2
1976	124,719	351,388	185,315	661,422	359.4	191,166	445.3
1977	134,101	368,799	200,705	703,605	382.3	209,379	487.8
1978	147,000	402,000	218,000	767,000	416.7	230,407	536.7
1979	153,000	438,000	245,000	836,000	454.2	256,000	596.4

[1]Figures reported in previous "Facts About Newspapers" have been revised.

Source: Statistics Canada Actuals 1963-1977,
MacLean-Hunter Research Bureau 1978-1979,
Canadian Daily Newspaper Publishers Association

Canadian Advertising

Comparison of Various Media 1978 and 1979

		1978[2] (000)	% of Total	1979[1] (000)	% of Total	% Change
Daily Newspapers	Total	$767,000	28.4	$836,000	27.8	+ 9.0
	National	147,000	5.4	153,000	5.1	4.1
	Local	402,000	14.9	438,000	14.6	9.0
	Classified	218,000	8.1	245,000	8.1	12.4
Television	Total	441,755	16.4	500,000	16.6	13.2
	National	328,704	12.2	373,000	12.4	13.5
	Local	113,051	4.2	127,000	4.2	12.3
Radio	Total	305,475	11.3	344,000	11.4	12.6
	National	82,972	3.1	95,000	3.1	14.5
	Local	222,503	8.2	249,000	8.3	11.9
Weekend Supplements	Total	20,300	0.8	24,000	0.8	18.2
	National	16,300	0.6	19,000	0.6	16.6
	Local	4,030	0.2	5,000	0.2	25.0
Weeklies, semi, tri, etc. (including controlled distribution)	Total	128,000	4.7	142,000	4.7	10.9
	National	23,000	0.8	26,000	0.9	13.0
	Local	105,000	3.9	116,000	3.8	10.5
Magazines, general		82,800	3.0	100,000	3.3	20.8
Business papers		59,000	2.2	65,000	2.2	10.2
Farm papers		12,480	0.5	13,100	0.4	5.0
Directories, phone, city		182,000	6.7	210,000	7.0	15.4
Religious, school		8,000	0.3	8,500	0.3	6.3
Other Print	Total	518,936	19.2	573,000	19.1	10.4
Outdoor	Total	176,000	6.5	192,000	6.4	9.1
TOTAL—ALL MEDIA		$2,701,746	100.0	$3,007,600	100.0	11.3

[1]*Preliminary figures*
[2]*Revised figures*

Source: MacLean-Hunter Research Bureau, Canadian Daily Newspaper Publishers Association

U.S. Newspaper Companies— The 20 Largest

Ranked by Daily Circulation

		Daily Circulation	Number of Dailies	Sunday Circulation	Number of Sundays
1.	Gannett Co., Inc.	3,548,242	82	3,412,975	53
2.	Knight-Ridder Newspapers, Inc.	3,419,064	33	4,024,589	21
3.	Newhouse Newspapers	3,215,694	29	3,510,298	21
4.	The Tribune Co.	2,935,314	8	3,916,124	6
5.	Dow Jones & Co., Inc.	2,096,290	21	329,827	9
6.	Times Mirror Co.	2,064,575	7	2,487,042	5
7.	Scripps-Howard Newspapers	1,825,634	17	1,561,806	7
8.	Hearst Newspapers	1,390,643	13	2,142,531	9
9.	Cox Enterprises, Inc.	1,148,381	16	1,193,293	11
10.	Thomson Newspapers (U.S.)	1,088,908	67	647,805	30
11.	The New York Times Co.	1,031,608	10	1,569,478	6
12.	Cowles Newspapers	995,994	10	1,183,211	7
13.	Capital Cities Communications, Inc.	955,282	5	776,321	4
14.	News America Publishing, Inc. (Murdoch)	786,655	3	181,953	1
15.	Central Newspapers, Inc. (Pulliam)	756,828	7	765,066	4
16.	Freedom Newspapers, Inc. (Hoiles)	739,351	29	668,077	17
17.	The Washington Post Co.	711,525	3	894,875	2
18.	Field Enterprises, Inc. (Chicago)	675,995	1	710,633	1
19.	Evening News Association (Detroit)	671,471	4	818,741	1
20.	The Copley Press, Inc.	639,547	9	631,555	6

Source: John Morton Newspaper Research

More Facts . . .

Nearly four out of five people between the ages of 18 and 30 read a newspaper one or more times a week.

There are 163 newspaper groups, of which 49 publish two newspapers, 32 publish three and 14 publish four.

The number of women working in the newspaper business has increased by more than 55,000 since 1970—today there are 152,500.

There are four times the number of evening daily newspapers in the United States and Canada as morning newspapers.

Although the trend toward 20-cent daily newspapers continued to grow, the predominant price remained 15 cents per street-sale copy in the U.S.

Nearly two thirds of newspapers with a circulation of 100,000 and over have zoned editions.

Half of all U.S. newspapers carry children's features other than comics at least once a week.

Newsprint as a publishing cost ranges from about 11 percent for small circulation dailies to about 34 percent for large circulation dailies.

Six out of ten daily newspapers report that within the past two years they have made substantial changes in both graphics and content.

Twenty-eight percent of all daily newspapers carry a consumer action feature at least once a week.

In 1979, U.S. daily newspapers averaged 70 pages for morning editions, 59 pages for evening editions and 207 pages for Sunday editions—up from 64, 56 and 196 pages, respectively, in 1978.

Daily newspapers are published in 1,553 cities in the United States. Two or more daily newspapers are published in 181 of those cities.

From its all-time high of about $14.5 billion in 1979, U.S. daily newspaper advertising volume is projected to reach $15.9 billion this year.

There are about 1,000,000 newspaper carriers in the United States and 250,000 in Canada.

In 1979 U.S. newspapers received about 63 percent of its newsprint from Canada, about 36 percent from the U.S. and 1 percent from overseas.

Of the more than 420,000 people employed by U.S. newspapers about 166,000 (40 percent) are production workers.

Nearly six out of ten adults read newspaper classified advertising in a seven day week. On the average, each reader sees 2.7 types of classified ads.

More than 2.9 million tons of newspapers are recycled annually in the United States.

The number of news correspondents in Washington increased to 2,973 last year. This is the largest concentration of journalists in the world.

A typical daily newspaper in the United States home-delivers 87 percent of its weekday circulation.

More than 90,000 vehicles travel some 30 million miles each week to deliver U.S. daily newspapers to their readers.

The typical Sunday weekend newspaper carries five or more physically separate sections. The larger the circulation, the more sections the newspaper is likely to have.

U.S. daily newspapers sold $1 billion more advertising last year than did television and radio combined.

An average of 2.14 people read each newspaper which is delivered to a household.

About ANPA . . .

Facts About Newspapers is published annually by the American Newspaper Publishers Association as a service to the newspaper business and to the general public.

ANPA is a trade association of some 1,372 member newspapers—mostly U.S. dailies, although membership includes non-dailies and newspapers published in Canada and elsewhere in the Western Hemisphere. ANPA member newspapers account for over 90 percent of U.S. daily circulation, and 85 percent of the daily newspaper circulation in Canada.

ANPA Membership by Circulation

(As of mid-March 1980)

Circulation Group	Number of Member Newspapers	% of Total Membership
Under 5,000	104	7.58
5,001-10,000	234	17.06
10,001-15,000	200	14.58
15,001-25,000	240	17.49
25,001-50,000	286	20.85
50,001-100,000	157	11.44
100,001-250,000	109	7.95
250,001-500,000	29	2.11
500,001-1,000,000	8	0.58
Over 1,000,000	5	0.36
	1,372	100.00

ANPA strives:

- to advance the cause of a free press
- to encourage the advancement of the newspaper publishing business
- to engage in and promote research in the newspaper publishing field
- to gather and distribute among its member newspapers accurate and reliable information about newspaper publishing
- to promote the highest standards of journalism

ANPA was founded in 1887 at Rochester, N.Y. Charter members came from 12 states in the East and Midwest. An office was established in New York City where ANPA maintained headquarters until it built and occupied The Newspaper Center in Reston, Va., near Washington, D.C., in 1972.

ANPA maintains close, cooperative relationships with other newspaper and journalism organizations. Located at The Newspaper Center in Reston are offices of:

- ANPA
- ANPA Foundation
- ANPA Credit Bureau Inc.
- International Circulation Managers Association
- International Newspaper Promotion Association
- Newspaper Personnel Relations Association
- Nihon Shinbun Kyokai (Japan Newspaper Publishers and Editors Association)
- Newspaper Readership Council
- **presstime**

Located at the ANPA Research Institute in Easton, Pa., is the office of the American Society of Newspaper Editors. ANPA is a member of the International Federation of Newspaper Publishers (FIEJ) and the World Press Freedom Committee. An ANPA officer serves as co-chairman of the Newspaper Readership Council, composed of representatives of 16 major national newspaper associations.

ANPA serves the varied needs of its member newspapers through a number of departments.

Membership Services—maintains direct contact with member newspapers and seeks to attract into membership newspapers in the United States and Canada. ANPA's director membership development travels widely and is one of the few people who have visited virtually every newspaper plant in the U.S.

Public Affairs—performs publications policy review and edits all publications; handles press and public relations for the Association; provides staff support for the

News Research Committee; and responds to general inquiries of member newspapers, the press and the public.

Newsprint and Traffic—assists member newspapers with transportation details of shipments, including auditing of freight bills; advises on all aspects of newsprint on-track unloading and off-track delivery arrangements; clarifies carriers' tariff rules and regulations; monitors newsprint consumption and supply information; coordinates the ANPA ICMA Safe Driving Campaign; provides liaison with American Paper Institute and Canadian Pulp and Paper Association.

Labor and Personnel Relations—assists member newspapers with contract negotiations, personnel administration, arbitration, union organization, EEOC, and wage and hour matters; conducts training programs on negotiating techniques and managerial skills for both production and administrative supervisors.

Training Services—conducts educational programs in marketing, strategic planning, management skills and other subject areas for key executives and mid-level managers from all newspaper departments.

Legal—provides member newspapers with information on legal matters affecting newspaper operations; monitors the increasing concerns of newspapers with matters before the courts and the regulatory agencies of government; and monitors postal matters.

Government Affairs—monitors and reports on issues affecting the newspaper business in the legislative, executive and judicial branches of government both in the U.S. and internationally; coordinates Association activities in this area; handles inquiries on governmental affairs matters; supervises provision of Association views to government on matters affecting newspapers.

Library—a major information resource on matters relating to the newspaper business.

ANPA Credit Bureau Inc. (CBI)—a wholly owned, separate corporation, providing services including periodic credit bulletins, continuously updated Credit Index, debt recovery, collections and identification of ownership of retail establishments merged or sold.

ANPA Foundation—a non-profit organization chartered in 1961 "to encourage in the broadest and most liberal manner the advancement of freedom of speech and of the press," and funded by an endowment benefiting from contributions from newspapers, newspaper organizations and individuals. The Foundation seeks to develop informed and intelligent newspaper readers through its Newspaper in Education program; to strengthen public understanding of a free press; and to advance professionalism of the press.

ANPA Research Institute—a technical consulting and research division of ANPA located in Easton, Pa., providing expert technical production assistance to ANPA member newspapers and engaging in basic research and quality-control testing. More than one-third of ANPA's annual budget goes to the Research Institute.

ANPA News Research Center—At Syracuse University, N.Y., contracts research work designed to help newspapers improve their editorial product. Research findings are published in ANPA New Research Reports.

Newspaper Readership Project—ANPA provides staff support for the Newspaper Readership Project and its committees; publishes bi-monthly newsletter "Newspaper Readership Report."

presstime—monthly journal of ANPA; covers all aspects of the newspaper business, including news-editorial, news research, readership, circulation, advertising, marketing-promotion, employee relations, training, newsprint, technology and telecommunications; reports on governmental, postal, international and educational matters as they relate to newspapers; includes in-depth analyses of current issues and trends in the newspaper business; also keeps member newspapers abreast of the activities of the Association.

sponsors two major meetings annually for its members:

- **The Annual ANPA Convention** includes the Association's annual meeting for official business and features a three-day program of speakers, panels and discussion sessions on matters of interest to the newspaper business.
- **The Annual ANPA/RI Production Management Conference** combines five-days of the largest-annual trade show of newspaper systems and equipment with a conference program designed to help improve newspaper production operations. Future technology is featured.

ANPA Conventions
1980—Honolulu, April 21-23
1981—Chicago, May 4-6
1982—San Francisco, April 26-28
1983—New York City, April 25-27
1984—Montreal, April 30-May 2
1985—New Orleans, April 22-24

ANPA/RI Production Management Conferences
1980—Atlanta, June 7-11
1981—Atlantic City, June 6-10
1982—Dallas, June 19-23
1983—Las Vegas, June 4-8
1984—Atlanta, June 9-13
1985—Atlantic City, June 8-12

ANPA

. . . TO ADVANCE THE CAUSE OF A FREE PRESS.